





# MAGNOLIA PLANNED UNIT DEVELOPMENT Charleston, South Carolina

## Applicant:

Ashley River Investors, LLC 201 Sigma Drive, Suite 400 Summerville, SC 29483

#### Owners:

Ashley I, LLC Ashley II of Charleston, LLC

(843) 871-5000

November 19, 2014

City Project ID#: 141016-Braswell St.-1

## **MAGNOLIA PLANNED UNIT DEVELOPMENT**

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#### **SECTION 1: RELATIONSHIP TO ZONING ORDINANCE**

The Development Guidelines and Land Use Plan for the Magnolia Planned Unit Development (Magnolia PUD), attached hereto and made a part hereof, are part of the PUD conditional use master plan application submitted in accordance with the Zoning Ordinance of the City of Charleston, Article 2, Part 7, Sections 54-250 et seq. The Zoning Ordinance of the City of Charleston is incorporated herein by reference, except as amended herein.

No person shall erect or alter any building, structure or sign on any tract of land or use any tract of land within the Magnolia PUD except in conformance with these guidelines and regulations. Unless modified herein, definitions of terms used in the Magnolia PUD shall follow definitions listed in the Zoning Ordinance of the City of Charleston, as amended from time to time. Administration and enforcement of the adopted Magnolia PUD shall follow Article 9 of the Zoning Ordinance of the City of Charleston.

The	Magnolia	PUD	was	approved	by	Charleston	City	Council on	,	Ordinance	Number

#### SECTION 2: INTRODUCTION AND BACKGROUND INFORMATION

#### 2.1 BACKGROUND AND OWNERSHIP

Magnolia is an approximately 182 acre site, composed of 134 acres of highland and 48 acres of marsh, along the Ashley River north of Wagener Terrace and west of I-26 on peninsular Charleston. The Magnolia PUD is comprised of 31 parcels owned by two entities. Due to the area's industrial past as a site of fertilizer manufacturing and wood treatment facilities, many of the existing parcels are brownfield sites. There is very little in the way of vegetation on the site and much of it is covered by concrete slabs of former industrial buildings. Historically, two fertilizer plants and a wood treatment facility operated on Magnolia at various portions of the property. Since then, certain warehousing, storage and light industrial uses have replaced the fertilizer and wood treatment facility on the property.

In 2003, a mixed-use development known as Magnolia was envisioned for the property. The land was acquired by Ashley I, LLC and Ashley II of Charleston, LLC and they began the planning and re-zoning process. In 2007 a portion of the property was re-zoned to Gathering Place and construction of the bridge to the property began in 2008. Beazer East remediated the wood treatment facility partially in 2005. Conoco remediated the former Ashepoo Fertilizer Plant in 2010. Potash Corporation of Saskatchewan is currently in the process or remediating the Columbia Nitrogen Fertilizer Plant.

Due to the recession, the project was stalled in 2010 at which point the Ashley entities defaulted on their loan. In 2013 Ashley River Investors, LLC acquired an option to purchase the property and began planning for its redevelopment. Further remediation, beginning in 2015 will be required prior to development of the property into a mixed-use community. Gathering Place zoning proved to be inflexible and economically infeasible for Magnolia. As such, the property is proposed to be re-zoned as a Planned Unit Development.

Below is a list of all parcels contained within the Magnolia project boundaries showing ownership, TMS number and acreage of each parcel. Overall acreage for the Magnolia PUD includes existing road right-of-ways and the NCSD Sewer Pump Station, the table below shows only parcel acreages. Refer to Section 3 for total acreage calculations.

Parcels with TMS numbers 464-13-00-013, 464-13-00-012, 464-13-00-011, 464-13-00-008 and 464-13-00-023 shall be referred to in the Magnolia PUD document as the Heriot Street Parcels.

Owner	TMS#	Land Area
Ashley I, LLC	464-00-00-012	48.420
Ashley II of Charleston, LLC	464-00-00-025	6.011
Ashley II of Charleston, LLC	464-00-00-026	7.240
Ashley II of Charleston, LLC	464-00-00-028	3.991
Ashley I, LLC	464-00-00-029	8.253
Ashley II of Charleston, LLC	464-00-00-030	0.000
Ashley II of Charleston, LLC	464-00-00-039	0.953
Ashley II of Charleston, LLC	464-00-00-040	2.418
Ashley II of Charleston, LLC	464-13-00-013	0.258
Ashley II of Charleston, LLC	464-13-00-012	0.115
Ashley II of Charleston, LLC	464-13-00-011	0.116
Ashley II of Charleston, LLC	464-13-00-008	0.350
Ashley II of Charleston, LLC	464-13-00-023	0.197
Ashley II of Charleston, LLC	466-00-00-016	9.676
Ashley II of Charleston, LLC	466-00-00-017	4.120
Ashley II of Charleston, LLC	466-00-00-018	27.609
Ashley I, LLC	466-00-00-019	5.207
Ashley I, LLC	466-00-00-028	1.461
Ashley I, LLC	466-00-00-029	1.775
Ashley I, LLC	466-00-00-030	3.678
Ashley I, LLC	466-00-00-031	10.001
Ashley II of Charleston, LLC	466-00-00-032	1.016
Ashley II of Charleston, LLC	466-00-00-033	1.755
Ashley II of Charleston, LLC	466-00-00-034	1.849
Ashley I, LLC	466-00-00-035	2.102
Ashley I, LLC	466-00-00-036	1.002
Ashley II of Charleston, LLC	466-00-00-037	2.200
Ashley II of Charleston, LLC	466-00-00-044	0.634
Ashley II of Charleston, LLC	466-00-00-046	12.230
Ashley I, LLC	466-00-00-049	4.207
Ashley II of Charleston, LLC	466-00-00-051	3.000
		TOTAL: 171.844

TOTAL: 171.844

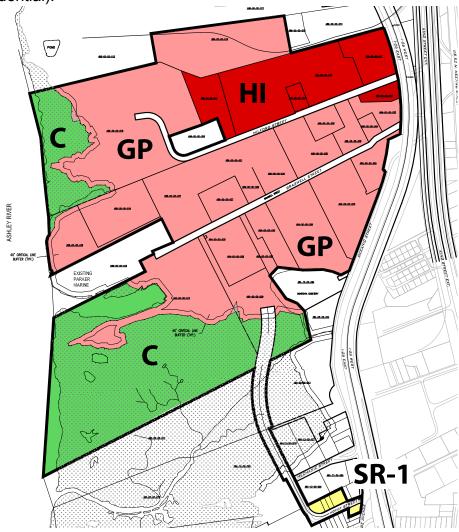
Existing Street ROWs 9.736

**TOTAL PROJECT AREA:** 181.58

#### 2.1 CURRENT ZONING

Magnolia is currently zoned GP (Gathering Place), HI (Heavy Industrial), C (Conservation) and SR-1

(Single Family Residential).



#### 2.2 DEVELOPMENT GOALS

Magnolia is a redevelopment site that can accommodate a mix of uses and is designed to create a walkable, pedestrian oriented neighborhood. The design character and urban form of this new neighborhood is derived from the existing street network and the existing ownership parcel lines. The architectural character will draw from the industrial building types found in the immediate vicinity of the Neck while also serving as a complement to the historic character of Charleston. With unparalleled access to the Ashley River, enhancing public access to the riverfront and marsh area is the focal point of this plan.

The Magnolia PUD is based on the following development principles:

- Providing active public access to Ashley River waterfront
- Creating flexible development blocks
- Encouraging sustainable design and development strategy
- Enhancing pedestrian and bicycle connectivity
- Enabling creation of vibrant public realm
- Accommodating a diverse range of uses

## **SECTION 3: LAND USE**

#### 3.1. AREA BREAKDOWN

Below is a breakdown of Magnolia's total project acreage, open space and right-of-ways.

Total Project Area	181.58	ac.	(Outer Boundary minus Interior Outparcel)
Total Developed Area (Blocks, Parks, & R/W)	133.95	ac.	74% of Total Area
Total Marsh Area	47.63	ac.	of Total Area
Sum =	181.58	ac.	100%
Total Open Space Area* (Parks, Marsh, River, Creeks, etc.)	70.21	ac.	of Total Area
Total Usable Open Space Area (Parks Only)	22.58	ac.	of Total Open Space
Total R/W Area	25.67	ac.	of Total Area

<sup>\*</sup>Does not include Hall II Park (14.56ac highland, 13.78ac marsh), Monrovia Cemetery (1.93ac highland, .009ac marsh) and CCPRC park (2.77ac highland, 21.901ac marsh).

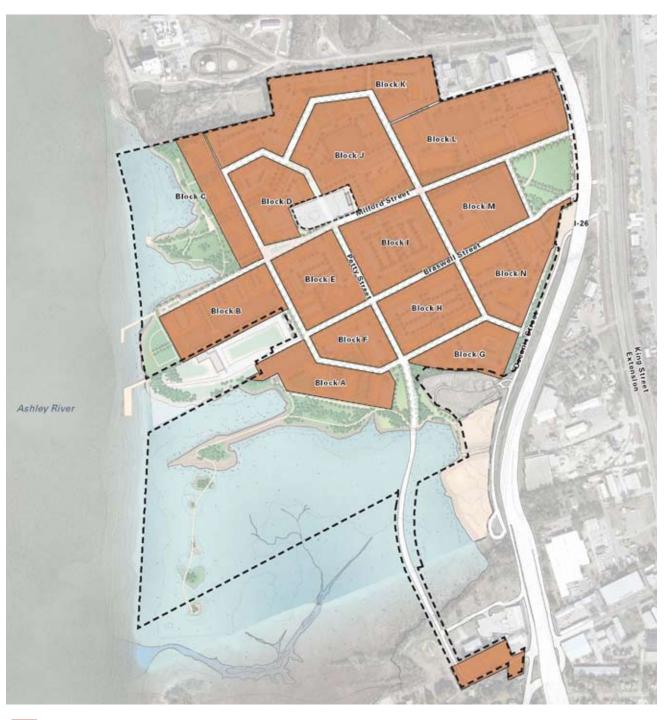
#### **3.2 NET DENSITY**

The table below summarises net density for the entire project site.

Net Density				
Residential	3,500 units (26 du/ac of developable land)			
Office	850,000 ft <sup>2</sup>			
Retail	420,000 ft <sup>2</sup>			
Hospitality	690 Keys			
	See Figure 1: Conceptual Land Use Plan			

#### 3.3 DEVELOPMENT PODS

Magnolia shall be comprised of a mixture of uses including, but not limited to, general office, hospitality, institutional, retail, entertainment and a variety of residential options. This range of uses will create an opportunity to enhance alternative methods of transportation to support the urban environment, reducing traffic demand and impacts.



Mixed Use Development

#### **SECTION 4: ZONING CRITERIA**

The development of the Property must maintain flexibility to accommodate specific soil conditions, environmental concerns, physical constraints, market conditions and design parameters. As such, the exact locations of boundary lines between development tracts, the locations and sizes of land uses in the development areas and the preliminary planning concepts for the tracts and uses are not indicated on the Conceptual Land Use Plan.

#### 4.1 DEVELOPMENT STANDARDS

Below is a breakdown of development standards in Magnolia. All amenity areas, facilities and public streets shall be ADA compliant. More details will be provided in the Design Principles as approved by the process outlined in Section 9:

DEVELOPMENT STANDARDS SUMMARY					
Lot Requirements					
Lot Size	No minimum				
Accessory Building	NA: addressed in private design principles				
Loading Docks	NA: addressed in private design principles				
Minimum Setbacks *					
Setbacks and	Street Side – 0 feet				
Frontage	Side Yard – 0 feet				
	Rear yard – 0 feet				
Maximum Height					
Building Height**	5 Story, 6 Story and 9 Story Height Districts				
	See Figure 2: Height Districts for proposed location				

HERIOT STREET PARCELS				
Lot Requirements				
Lot Size	No minimum			
Accessory Building	NA: addressed in private design principles			
Loading Docks	NA: addressed in private design principles			
Minimum Setbacks				
Setbacks and	Street Side – 0 feet			
Frontage	Side Yard – 0 feet			
	Rear yard – 0 feet			
Maximum Height				
Building Height**	3 Story Height District			
	See Figure 2: Height Districts for proposed location			

- \* Encroachments such as canopies, arcades, and awnings may project into the right-of-way but must be minimum 2'-0" clear of any parking or travel lane, and must be 8'-0" minimum above grade to the underside of the encroachment. Design Principles shall address front setbacks.
- \*\* Non habitable structures are not subject to height limits

  Habitable ground floor to second floor height shall be 16' for non-residential structures

  Architectural features and roof structures (screening elements, spires, cupolas, elevator penthouses, HVAC, etc) are excluded Design Principles shall address individual story height based on use.
- \*\*\* All future structures shall have a fire protection plan in accordance with the Charleston Fire Department, Fire Marshal site plan review standards.

#### **4.2 PERMITTED USES**

Permitted uses in the Magnolia PUD, with the exclusion of the Heriot Street Parcels, shall be in accordance with MU2 and Gathering Place zoning classifications set forth in the City of Charleston Zoning Ordinance Article 2, Part 3 as amended through approval date of October 8, 2013 as well as the additional permitted uses listed below.

#### PERMITTED USES NOT CURRENTLY LISTED IN GATHERING PLACE/MU-2:

Apparel/Fabric Product Manufacturing
Furniture and Fixtures Manufacturing
Publishing and Printing
Stone, Clay, Glass and Concrete Products (Artisanal use only)
Day Spas
Community Docks
Food Trucks/Temporary Food Services

#### **EXCLUDED USES:**

Mobile Home Dealers
Car Dealerships
Recreational and Utility Trailer Dealers
Power Laundries
Crematories
Golf Courses
Correctional Institutions
Commercial Fishing
Chemical and Allied Products
Auto Repair Shops

Below is a list of permitted uses for the Heriot Street Parcels:

Adult Uses (as defined in the City of Charleston Zoning Ordinance)

#### HERIOT STREET PARCELS:

General Retail
General Office
Attached Single/Multi-Family Residential
Detached Single Family Residential
Medical Office
Restaurants/Cafes

#### 4.3 PARKING STANDARDS

There will be no minimum or maximum parking standards at Magnolia. Parking standards shall be addressed in the Design Principles.

#### **SECTION 5: OUTDOOR SPACE AND BUFFERS**

#### **5.1 OUTDOOR SPACE REQUIREMENTS**

The Magnolia development envisions approximately 22 acres of public open space throughout the site in addition to the roughly 47 acres of marsh. The majority of this acreage will be found on the waterfront, creating a continuous park that stretches into the marsh on the southern end of the development. There shall be a minimum of two public access points to the waterfront park that are at a minimum of 40' wide.

Total Open Space Area: 70.21 ac. (39%)

Total Usable Open Space Area: 22.58 ac. (32%)

Ownership and Maintenance: All open spaces are, in whole or on part, improved and/or maintained with Tax Increment Finance revenue, shall be owned by the City of Charleston. Open spaces not dedicated to the City of Charleston will be owned and/or maintained by the Property Owners Association ("POA").

#### **5.2 OUTDOOR SPACE TYPES**

Open space types at Magnolia will be designed against the following City definitions as stipulated in Section 54-284 of the City of Charleston Zoning Ordinance:

**Neighborhood Greens**—Open green spaces intended to serve as the social center of the community and provide a location for civic activities and outdoor community functions. Neighborhood greens shall:

- -Be predominantly planted areas, but may have some paved surfaces;
- -Be a minimum of 20,000 square feet; and
- -Be centrally located within the gathering place.

**Plazas/Squares**—Enclosed spaces that are urban in nature and designed to serve as meeting places for area residents and workers. Plazas and squares shall:

- -Be predominantly paved surfaces, but may have some planted areas;
- -Include pedestrian lighting and pedestrian-level details, such as variations in paving types;
- -Be landscaped and incorporate amenities such as benches, fountains, monuments, and formal or informal gardens;
- -Be a minimum area of 1,000 square feet;
- -Be located within denser, more urban areas of the gathering place, either at the intersection of streets or within a developed block;
- -Be mostly enclosed by building frontages;

**Neighborhood Parks**—Large open areas designed to provide recreational facilities and spaces for the entire gathering place, or smaller green spaces designed to serve smaller areas within the gathering place. These parks may be designed as part of a Neighborhood Green, and shall:

- -Contain grassy fields, playground equipment, designated sports facilities, or picnic areas;
- -Be landscaped throughout;
- -Be designed for active and passive recreational purposes;
- -Be a minimum area of 40,000 square feet;
- -Be directly connected to any bicycle and pedestrian network

See Figures 7 & 8: Open Space and Connectivity

#### **SECTION 6: BUFFERS**

Buffers are not required internal to the Magnolia PUD between land uses. Per the City of Charleston Zoning Ordinance, there shall be a 40' buffer and 10' building setback from the OCRM designated critical line along with waterfront. For single-family detached structures, there shall be a 25' buffer and 10' building setback.

See Appendix F for OCRM Critical Line Survey.

#### **SECTION 7: TREE SUMMARY**

Magnolia is comprised of NPL, CERCLA and other parcels with environmental contamination. Some existing trees may have to be removed to accommodate the environmental remediation requirements that are under review by the EPA and DHEC for this site. The majority of the site is primarily un-vegetated as depicted in the Infrared Aerial View exhibit. Existing protected and grand trees are primarily located in the existing critical line buffer zone or near the marsh. Future plantings and re-establishment of buffer zones (as needed) shall adhere to DHEC and EPA requirements. For tree protection, the Magnolia PUD is intended to be in compliance with Part 6 of the City of Charleston Ordinance.

#### Summary:

8"- 24" = 235 trees (Protected Trees) >= 24" = 16 trees (Grand Trees) Total = 251 trees

See Appendix F for Infrared Aerial View Exhibit and Tree Survey and Tree Table.

#### **SECTION 8: RIGHT-OF-WAY**

Streets in Magnolia must connect to other streets within the development and to adjoining neighborhoods. Cul-de-sacs, T-turnarounds and dead-end streets are not permitted in Magnolia unless unavoidable due to physical constraints of the site or an adjoining feature such as an access point to the Waterfront Park. Inner block streets are seen as interior connector streets and may be privately maintained and operated. All right-of ways will accommodate emergency vehicles and public service (i.e., garbage collection) vehicles. Materials will be refined further in Design Principles and will be subject to approval by City Engineer.

See Figures 3-6 for street section types.

#### **SECTION 9: DRAINAGE BASIN ANALYSIS**

See Appendix F for Existing and Proposed Drainage Exhibits and wetlands verification, and Section 2 in Stormwater and Utilities Narrative, located in Appendix D.

#### **SECTION 10: TRAFFIC STUDY**

In 2007, PB Americas, Inc. prepared a traffic impact analysis for the Magnolia property in Charleston, South Carolina. At that time, Magnolia was planned to be a mixed-use master plan community with 3,500 housing units, 1.27 million square feet of office/retail space, and 690 hotel rooms. This development was expected to be built-out by 2020 and require improvements to several surrounding intersections including:

- Mt. Pleasant Street / Rutledge Avenue
- Mt. Pleasant Street / King Street
- Mt. Pleasant Street / Meeting Street / Morrison Drive
- Heriot Street (Rutledge Avenue ramps to King Street)
- Oceanic Street / King Street
- Milford Street / King Street
- Hagood Street / King Street
- Discher Street / King Street

Soon after the above traffic study was completed, there was a downturn in the local economy and Magnolia was put on hold. The project is once again being implemented and is now expected to be complete by 2028. In order to evaluate the traffic impacts for the new development plan and timeline, an additional traffic impact study will be conducted. This study will assess the existing traffic conditions and well as the traffic impacts at the end of each of the proposed development phases of the project. This level of analysis will assist the project developers (as well as City and SCDOT) determine when various roadway improvements may be required so that they can incorporate these improvements into the planning and budgeting of each development phase. This new traffic impact study is in progress and will be finalized concurrently with the design and permitting process of the initial phase of development.

The existing traffic study is in Appendix B of this document.

#### **SECTION 11: CULTURAL RESOURCES STUDY**

In 2007 S&ME conducted a cultural resources reconnaissance survey of Magnolia. Their study concluded that no cultural resources will be adversely affected by future development. Please refer to Appendix C for the full report.

### **SECTION 12: LETTERS OF COORDINATION**

Refer to the Appendix for letters of coordination from the following utilities:

North Charleston Sewer District Charleston Water System SCE&G-Gas AT&T SCE&G-Electric Comcast

#### **SECTION 13: ADDITIONAL INFORMATION**

#### 13.1 DESIGN REVIEW AND MODIFICATIONS

Design principles shall be established by the developer and administered by the POA in the form of an internal architectural review board, which shall be established prior to the first conveyance of property. Design Principles will be approved by the City of Charleston Design Review Board (DRB) and these guidelines will be used for evaluation of individual projects by City staff. Any arbitration of appeal by an individual property owner will go back to the DRB for approval. Magnolia will not be under the purview of the Board of Architectural Review (BAR). Design Principles will cover the following elements in Magnolia:

- Building Placement
- Architectural Design
- Site and Exterior Building Lighting

- Exterior Signage
- Landscape Design
- Parking Standards

### **MAGNOLIA DESIGN REVIEW PROCESS**

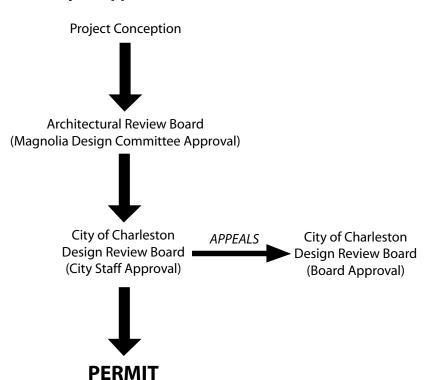
## 1. Design Principles/Architectural Guidelines Approval Process

Development of Design Principles (Magnolia Design Committee)



Design Principles Approval (City of Charleston Design Review Board Board Level)

#### 2. Project Approval Process



#### 13.2 MAGNOLIA CONCEPTUAL MASTER PLAN

The design concept for Magnolia builds on the existing street framework of Milford and Braswell Streets that lead from King Street Extension west to the edge of the Ashley River. The Magnolia Bridge creates a new entry to the site across the marsh from the south. Milford Street provides direct access to the Ashley River waterfront from the King/Meeting street corridor, while Braswell Street is the mixed use "spine" of the neighborhood. The plan envisions a mix of block sizes and types throughout to create a more organic sense of place and promote steady growth over time. While the street network will be the centerpiece of the neighborhood, there are multiple layers of places within the plan that will create internal parks, alleys and courtyard addresses. The focal point of Magnolia will be a waterfront park with multi-use trails and a variety of passive, naturalized landscapes and active recreation areas. The Magnolia Conceptual Master Plan shall have no regulatory effect, rather, it is conceptual in nature and graphically illustrates design concepts that potentially could be used in the development of Magnolia.

See Appendix G for complete Magnolia Conceptual Master Plan.

## **APPENDIX**

#### A. FIGURES

- 1. Conceptual Land Use Plan
- 2. HEIGHT DISTRICTS
- 70' ROW Section
- 4. 66' ROW Section
- 42' ROW Section
- 6. 25' ROW Section
- 7. OPEN SPACE PLAN
- 8. Connectivity Diagram
- 9. Perspectives
- **B. TRAFFIC STUDY**
- C. CULTURAL RESOURCES STUDY
- D. STORMWATER AND UTILITIES NARRATIVE
- E. LETTERS OF COORDINATION

#### F. ADDITIONAL DRAWINGS

AERIAL PHOTOGRAPH/PROJECT LOCATION

INFRARED AERIAL VIEW

EXISTING CONDITIONS SURVEY (TOPOGRAPHIC INFORMATION)

TREE SURVEY AND TABLE

OCRM CRITICAL LINE SURVEY

EXISTING DRAINAGE PLAN

EXISTING SANITARY SEWER PLAN

EXISTING WATER PLAN

PROPOSED DRAINAGE PLAN

CONCEPTUAL MASTER SANITARY SEWER PLAN

CONCEPTUAL WATER PLAN

SCE&G Transmission Line Relocation

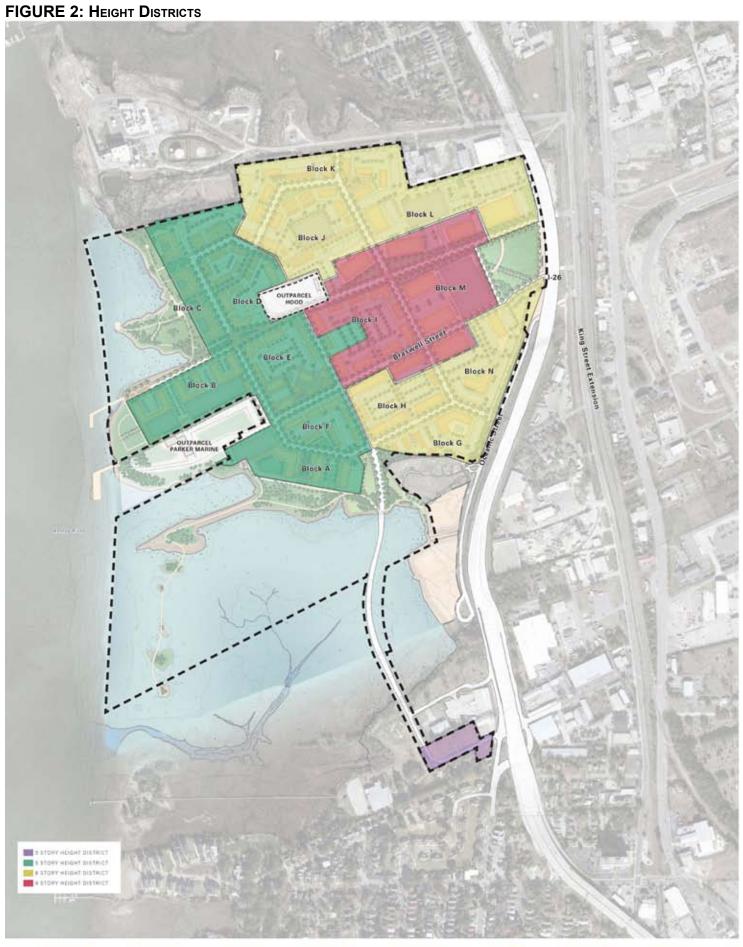
EXISTING FLOOD MAP

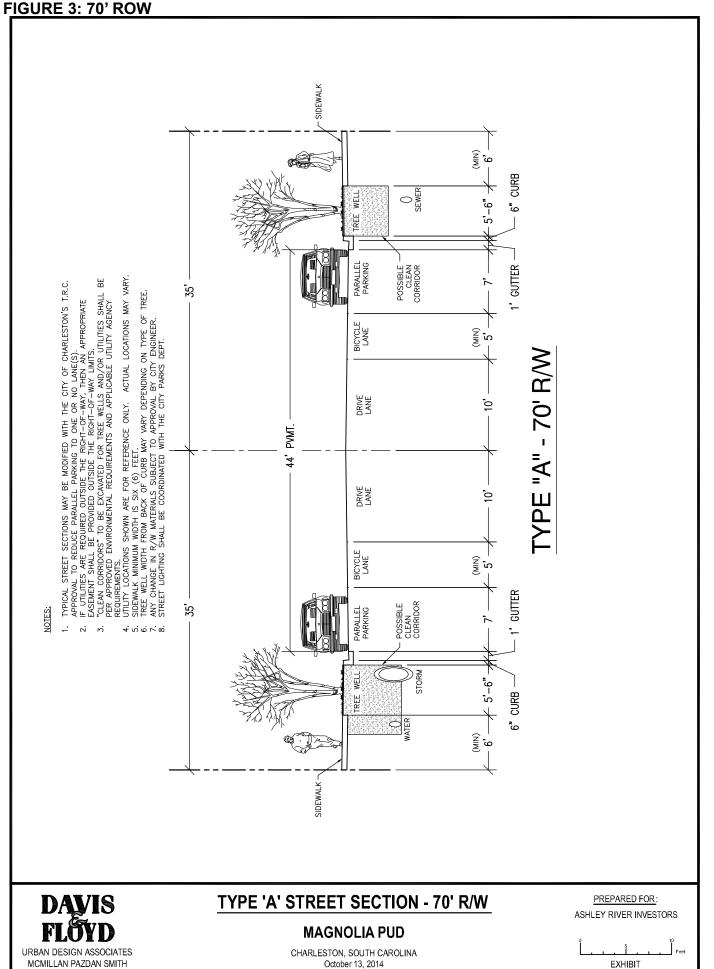
BLOCK, PARK AND ROW AREAS

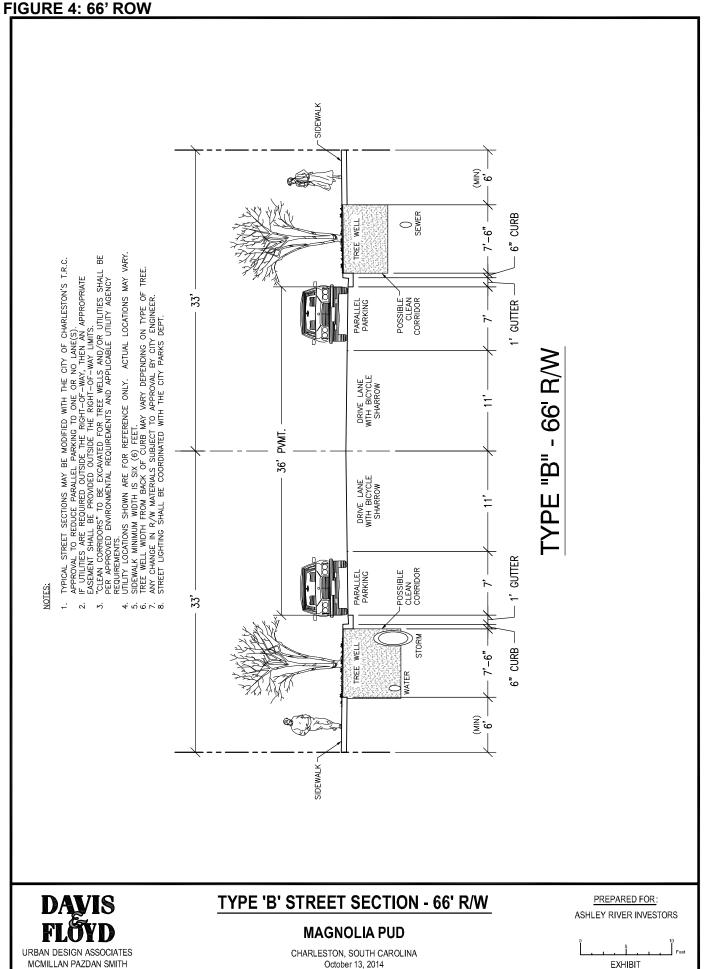
#### G. MAGNOLIA CONCEPTUAL MASTER PLAN

# A. FIGURES



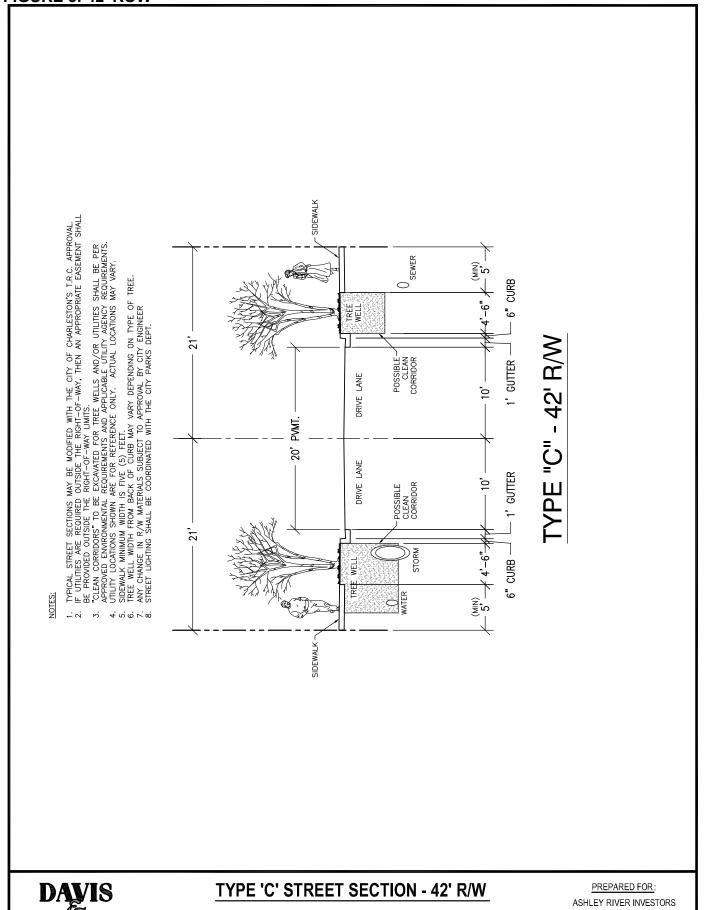






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**MAGNOLIA PUD** 

CHARLESTON, SOUTH CAROLINA

October 13, 2014

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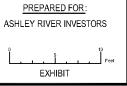
EXHIBIT



## TYPE 'D' STREET SECTION - 25' R/W

#### **MAGNOLIA PUD**

CHARLESTON, SOUTH CAROLINA October 13, 2014





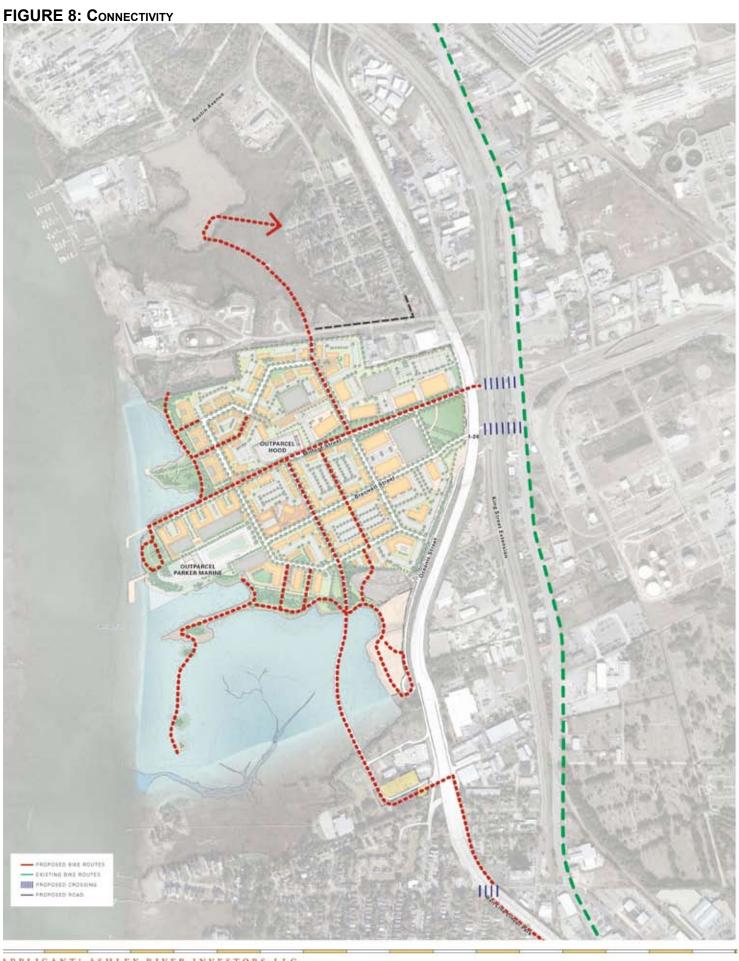


FIGURE 9: PERSPECTIVES

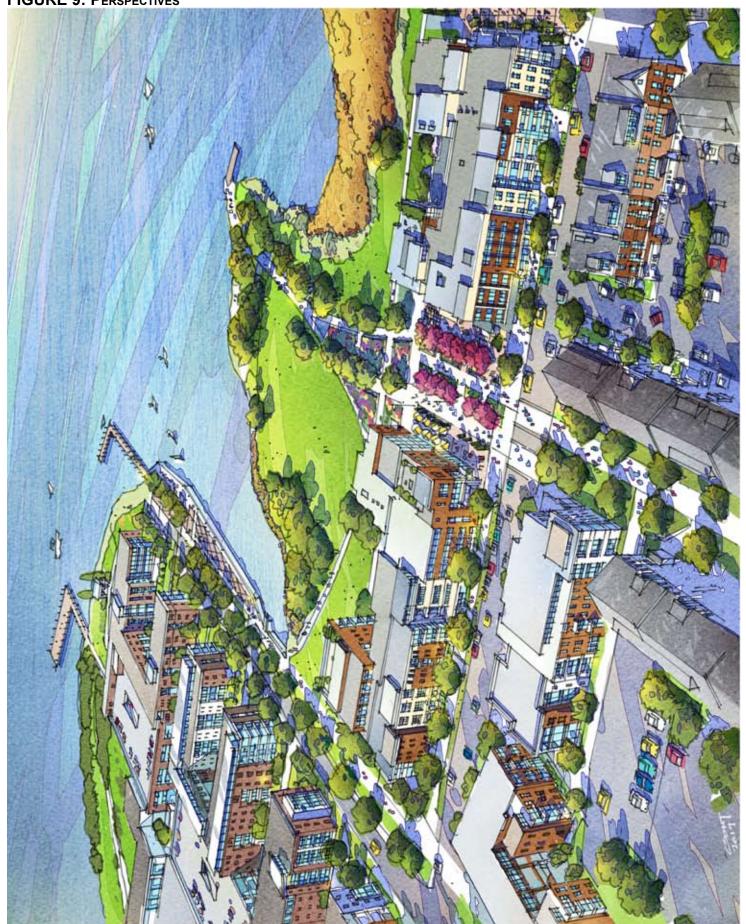




FIGURE 9: Perspectives







# **B. TRAFFIC STUDY**

# C. CULTURAL RESOURCES STUDY

# D. STORMWATER AND UTILITIES NARRATIVE

# **E. LETTERS OF COORDINATION**

# F. ADDITIONAL DRAWINGS

# G. MAGNOLIA CONCEPTUAL MASTER PLAN